

#### ABSTRACT OF THE INVENTION

This invention relates to a sticking roller for sticking a label on an information recording board having a nearly doughnut shape in a plan view. The roller comprises a roller body and an elastic member fitted on the outer circumference of the roller body. The roller body has a fitting part for fitting the elastic member on the outer circumference of the roller body, and the fitting part has stepped portions along the inner and outer circumferential edges of the elastic member. The stepped portions regulate a deformation or shift of the elastic member in its surface direction when applying a sticking force on the label via the surface of the elastic member.